

Hawaii Tourism Asia Opens New Offices in Taiwan



Hawaii Tourism Taiwan held its opening ceremony on February 2 with over 40 key media, 40 of the major travel trade, 16 representatives from the major airlines, and 35 government

and business VIPs. The Taiwan Office will handle marketing in Taiwan, Hong Kong, and Singapore on behalf of Hawaii Tourism. **Hawaii Tourism Taiwan Office (Left to right):** Jemy See: Representative - Hawaii Tourism Taiwan, Mei-Mei Wang: Chairwoman - Visit USA Committee, Michael D. Merner: Managing Director - Hawaii Tourism Asia, Yoichi Hayase: Strategy Director - Hawaii Tourism Asia, Richard Craig: Commercial Officer - American Institute in Taiwan (US Consulate), Alex Lei: Director - Hawaii State Representative Office in Taiwan, Teresa Chang: PR & Marketing Manager, Hawaii Tourism Taiwan

For more information on Marketing Garden Ltd. and staff profiles, please visit: <http://www.marketinggarden.com>

Aloha Essay Contest Award Ceremony in Korea



About 10 travel trade reporters and 40 travel agents and VIPs attended the award ceremony. A Korea Travel Times reporter won the grand prize of a free trip to Hawaii for 2 pax.

From left to right:

Mr. JP Sho, Marketing Representative, Hawaii Tourism Korea
Ms. So-Hyun Chun, Reporter, Korea Travel Times (Grand prize winner)
Mr. Hwa-Joong Joo, Vice President, Korean Air Regional Pax Sales Office
Mr. Chul-Kyu Jeon, Publisher, Tour De Monde

World Travel Fair 2004 in Shanghai



Hawaii Tourism China participated in the 2004 World Travel Fair Shanghai. at the U.S.

Commercial Service booth from February 19 to 22. The Fair drew more than 50,000 consumers.

From left to right:

Christine Li: Marketing Manager -Hawaii Tourism China, Johnson Chen/: Senior Commercial Specialist -American Consulate General U.S Commercial Service, James P. Golsen: Commercial Officer -United States Consulate General, Karen Chen: Chief Representative -Nevada Commission on Tourism China Office, Tina Yao: P.R Director - Hawaii Tourism China

Asia Promotional Opportunities

Kaohsiung Travel Trade Seminar (Southern Taiwan)

For the first time, Hawaii Tourism will participate in the **Kaohsiung Travel Trade Seminar** organized by the Kaohsiung Association of Travel Agents (KATA) scheduled for **May 13-16, 2004**.

Hawaii Tourism Taiwan is planning to bring Hawaiian entertainers to perform at the main stage of the show. Malaysia and Thailand always had performers in the travel fair but this will be the first time for Hawaii to have entertainers at the Fair. In addition to performing at the Travel Fair, **Hawaii Tourism Taiwan** is arranging additional lunch and dinner shows in a major hotel for maximum exposure.

If you would like to distribute your brochures at the **Kaohsiung Travel Trade Seminar**, please send them to the following address.

Hawaii Tourism Taiwan

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No.51 Keelung Road, Section 2, Taipei 11075, Taiwan
Tel: (886-2) 2377-4930 Fax: (886-2) 2377-4375
Email: jemysee@marketinggarden.com (PR & Travel Trade)
Email: chang@marketinggarden.com (PR & Travel Trade)

KOTFA in Seoul June 3 ~ 6

The largest travel fair in Korea, the Korea World Travel Fair (KOTFA), will be held June 3 ~ 6, 2004 at the COEX Convention Center in Seoul. **Hawaii Tourism Korea** will coordinate the Hawaii booths. Please see the attached Application form for participation terms and details. For more information on KOTFA, please visit: http://www.kotfa.com/kotfa/english/fair/fair_sub01.html

Please send inquiries regarding KOTFA participation to:

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Email: emilykim@marketinggarden.com (Travel Trade)